

2020 Census Program Management Review

2016 Census Test

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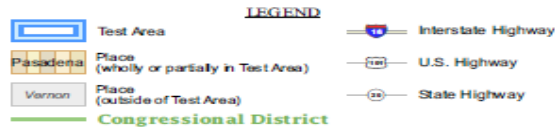
V1.0 Final

2016 Census Test

- April 1, 2016 Census Day
- A site test in parts of Los Angeles County, CA and Harris County, TX
 - Language diversity
 - Demographic diversity
 - High vacancy rates
 - Varying levels of Internet usage
 - Multiple locations across different time zones
 - Approximately 250,000 housing units in each test area
- Objectives are to refine technologies and methods
 - To optimize self-response options
 - Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
 - Study partnerships and outreach efforts to reach historically hard to count populations
 - Use text messaging and Real-Time Non-ID Processing methods
 - To improve plans for Nonresponse Followup
 - Adjust field staffing ratios
 - Enhanced operational control system
 - Fine tune administrative records usage in NRFU protocol
 - Improve the COMPASS application for special situations
 - Test device as a service

2016 Census Test Sites

2016 CENSUS TEST Los Angeles County, California

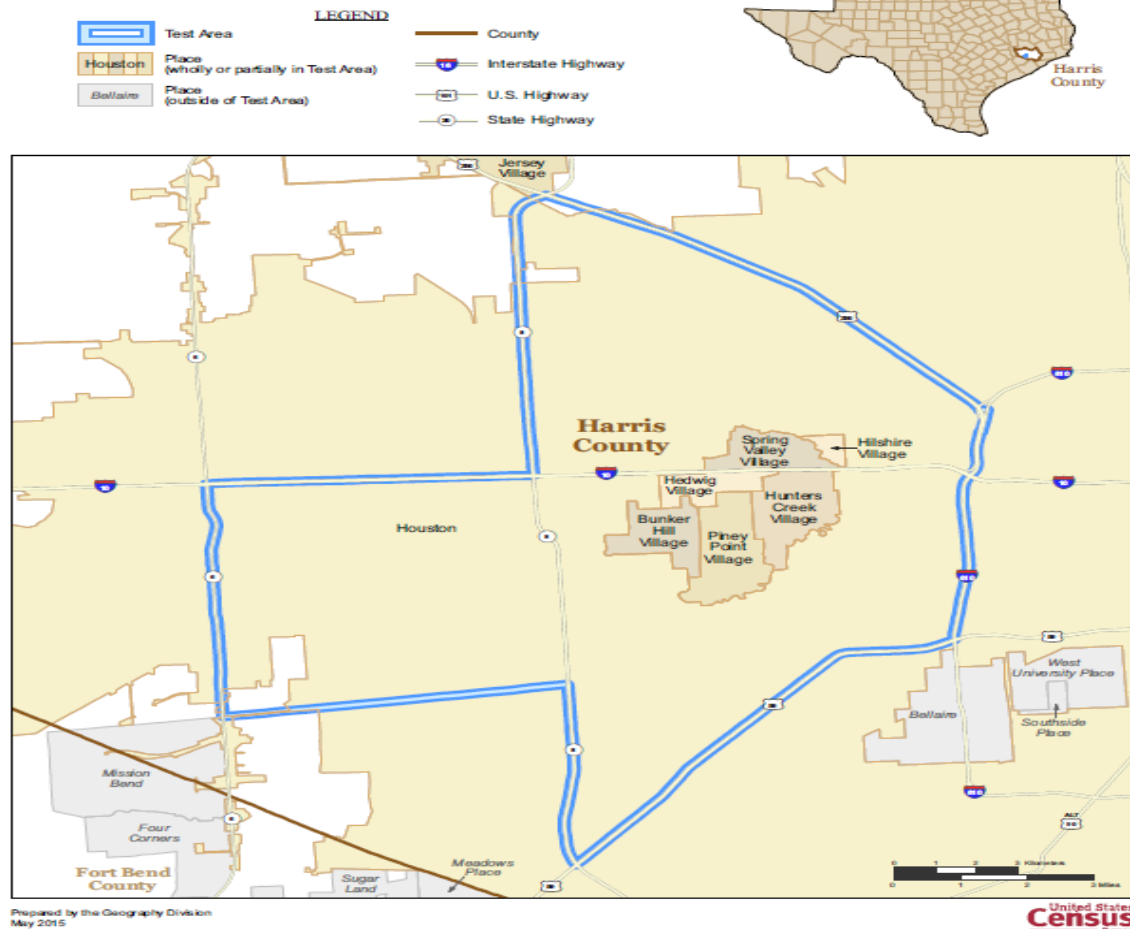


Prepared by the Geography Division
May 2015

United States
Census
Bureau

2016 Census Test Sites

2016 CENSUS TEST Harris County, Texas



2016 Census Test

Sample Size

250,000 Housing Units

- Two sites will be included in the initial sample mailout
- Subset of approximately 60,000 housing units will be part of the Nonresponse Followup (NRFU) Operation

Test Phases

- Self-Response
- Nonresponse Followup (with a reinterview component)
- Coverage Reinterview
- Focus Groups

2016 Census Test: Self-Response

- Implement the “Internet Push” contact strategy
 - Send a letter inviting people to respond via the Internet
 - Send up to two postcard reminders to nonresponding addresses
 - Send a paper questionnaire to addresses that still have not responded
- Message content will be tested by varying the content of the mailing packages
 - Mail packages sent to targeting households with limited English proficiency
 - Internet Uniform Resource Locator (URL) on envelopes with messaging in multiple languages
- “Internet Choice” will also be tested
- Non-ID Processing
 - Response validation with administrative records
 - Response validation operation to recollect the response data for an estimated sample of 5,000 of the Non-ID returns
- Telephone questionnaire assistance will be available to all respondents

2016 Census Test: Contact Strategies

	Panel	1 Mailout March 21	2 (3 days later) March 24	3* April 4	4* April 11
1	Internet Push (with alternate wording for benefits to community)	Letter	Postcard	Postcard	Questionnaire and Letter
2	Internet Push with Reminder Letter	Letter	Letter	Postcard	Questionnaire and Letter
3	Internet Push with Language Brochure (URL on envelope)	Brochure and URL	Postcard	Postcard	Questionnaire and Brochure/URL
4	Internet Push with Language Insert	Letter and Insert	Postcard	Postcard	Questionnaire and Letter/Insert
5	Internet Choice	Questionnaire	Postcard	Postcard	Questionnaire

*Targeted to Nonrespondents

2016 Census Test: Content Testing

- Questionnaire will include questions on
 - Housing tenure
 - Household roster
 - Age
 - Sex/Gender
 - Date of birth
 - Race and Hispanic origin
 - Relationship
- Combined race and Hispanic origin question
- Test variation in terminology by comparing “Am.” with “American” in the response category “Black or African Am.” on the Internet instrument
- Variations in question wording associated with “non-relatives”
- Response categories for opposite-sex and same-sex husband/wife/spouse households, and for the category for unmarried partner
- Question on the Internet instrument that will allow respondents to report that a housing unit they own is vacant as of Census Day
- Research on how best to present and explain the residence rule

2016 Census Test: Non-Response Follow-Up

- Determine our 2020 Census methods for conducting Nonresponse Followup (NRFU) operations
- Collect housing unit status and enumerate the occupants of households that do not respond to the self-response phase of the Census using automated enumeration software on standard smartphone devices
- Continue to operationally test the field data collection application
- Test a newly redesigned portion of our quality assurance activities – the NRFU Reinterview Program (NRFU-RI)
- Test a newly re-engineered field infrastructure
- Continue to test our implementation of an ‘adaptive design’ contact strategy
- Refine and evaluate our use of administrative records to reduce the NRFU workload

2016 Census Test: Coverage Reinterview

- Evaluate the different residence rule approaches used in the different questionnaire panels
- Questions about potentially missed roster members and other places than any household members may stay
- Reinterview will be a Computer Assisted Telephone Interview operation conducted in the Census Bureau's call centers

2016 Census Test: Focus Groups

- Following the end of data collection, the Census Bureau will conduct focus groups with 2016 Census Test participants to ask about their experience
- Topics will include their opinions on the use of administrative records
- Participants will be asked about their general concerns with government data collection and the government's ability to protect confidential data

2016 Census Test: Milestones

Date	Milestone
June/July 2015 (Completed June 30, 2015)	2016 Site Selection Announcement
July 2015 (Published August 4, 2015)	Federal Register Pre-Submission Notice Published
September 2015	Open Regional Census Centers
October 2015 – April 2016	Conduct Recruiting
December 30, 2015	Receive OMB Approval
January 2016	Open Area Census Offices
March 2016	Begin Self-Response Data Collection
March 2016 – July 2016	Conduct 2016 Census Test
April 1, 2016	Census Day
April 2016 – May 2016	Conduct Training
May 2016	Begin Nonresponse Followup (NRFU)

Questions

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